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Our Bred-Up Root System - The Secret



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Photograph Below Shows What You

Can Have in Twelve to Fifteen Years



TEXAS PECAN NURSERY, INC.

R. W. FAIR, Pres.

Capital \$250,000.00

W. V. HENSON, V-Pres.

TYLER, TEXAS

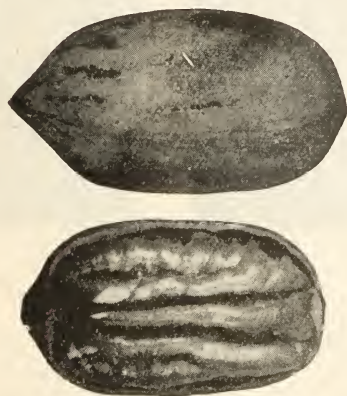
Special Invitation

PLEASE consider this a personal invitation to visit our Nursery at Tyler, Texas. We are not open on Sundays, but on any week day, we should be delighted to show you exactly how our trees are cultivated, grafted and budded. You will see over 200,000 pecan trees ready for market. Our nurseries extend over 165 acres—the largest exclusive pecan nursery in the country. ¶ Within a few minutes ride from Tyler is an 18-year-old grove of papershell pecans which will give you a vivid idea of what can be done. It is a sight well worth seeing.

TEXAS PECAN NURSERY, INC.

TYLER, TEXAS

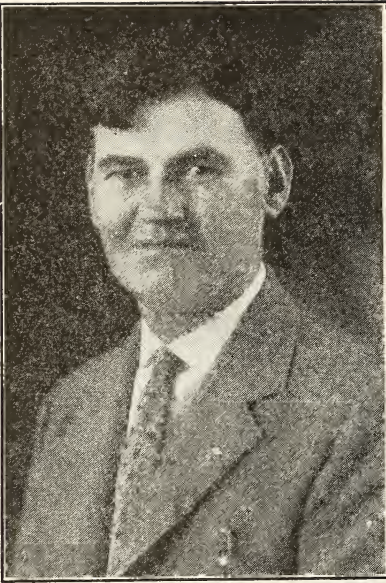
HOW TO MAKE PECANS PAY



TEXAS PECAN NURSERY, INC.

R. W. FAIR, Pres. Capital \$250,000.00 W. V. HENSON, V-Pres.

TYLER, TEXAS



R. W. FAIR



W. V. HENSON

R. W. FAIR, *President*. Mr. Fair, the founder of the Texas Pecan Nursery, Inc., has for twenty years been actively in charge of the great improvements made by this company in developing papershell pecans. It is through his untiring efforts that the public can today secure pecan trees adaptable to conditions in the Southwest—trees that, due to the excellent root system and hardy nature, can be grown successfully by any one.

W. V. HENSON, *Vice-President*. Nine years ago, Mr. Henson, formerly first assistant cashier of the First State Bank at Henderson, Texas, and later cashier of the State Bank at Arp, Texas for three years, became connected with Mr. Fair as a stockholder and as an active officer. Having made a successful record as a progressive, conservative business man, and for many years a pecan enthusiast, Mr. Henson has, since the time of his connection with the Texas Pecan Nursery, greatly contributed to the upbuilding of the institution's present reputation for fair dealing and helpful service.

Why Not Reap the Benefit of Our Experience?

TWENTY years ago a young Texan, then in the mercantile business, began taking an inventory of his business and its normal possibilities for netting him a satisfactory profit. The more study he gave it the greater became his conviction that his chances for success were small. This man, R. W. Fair, did just what YOU are doing now—he started looking about him for a practical means of increasing his profits. Until that time he had never been especially interested in agriculture, but through the experiments then being made by a nurseryman of his acquaintance he became interested in papershell pecans. He secured all the available literature on the subject and studied pecans and their possibilities. After a study of what others had done, and the unusual opportunity still ahead, he saw that here existed a chance for which any man should be thankful. Mr. Fair needed no other encouragement. He bought all the trees then belonging to the nurseryman referred to—not more than one-half acre—and at once set about at the job of making money from papershell pecans.

That was the beginning of what today is the Texas Pecan Nursery, Inc., one of the largest exclusive pecan nurseries in the world.

One of Mr. Fair's first discoveries was that the pecan trees then available were greatly hampered because of an inadequate root system. Accordingly he gave this phase of the industry his constant study. He made experiment after experiment. The trees at that time would not grow off satisfactorily for the same reason that many today do not. They had practically no lateral or side roots. Mr. Fair worked on the correct theory that if a tree could be developed with the proper root system it would not only live but would grow off faster and bear quicker. Little by little he

saw good results from his efforts to produce better trees. In time, he was able to produce trees that did not have to have the most desirable conditions in order to thrive, because of the heavy lateral root system that he was developing. Propagating his trees in Smith County, Texas, more than two hundred miles from the Gulf Coast, the trees were found to be hardier, grew much faster, produced nuts quicker, and a very large per cent lived when replanted.

In fact, in his efforts to produce papershell pecan trees that would yield him the greatest return, Mr. Fair overcame the big obstacle confronting the pecan industry in Texas, for by propagating his trees, as stated above, in Smith County, Texas, the heart of the seedling pecan territory of the United States, he made it much easier to transplant fine papershell pecan trees and get a good per cent of them to live and grow, thus putting within the reach of many thousands of land owners means of securing big profits from pecans. Now, after twenty years of untiring effort on the part of the Texas Pecan Nursery, Inc., YOU can get trees *acclimated to your own farm*—trees guaranteed to have the best root system in the world. Any thinking man knows the value of a proper root system. It is the very foundation on which the life of the tree depends. The better the root system, the surer the growth of the plant. For this reason we want to call your attention particularly to the roots on trees sold by us. This is your assurance that you can take our trees and make them pay you a profit.

The following pages give, in detail, the facts behind our trees, and tell how you can, with a very few trees, secure an independent cash income for the rest of your life. In these pages you will learn that it does not now take specialized knowledge or ability to make a success of pecans; that any land owner can, with trees purchased from us, grow a fine, bearing grove of papershell pecan trees in a surprisingly short time.

Is it not worth your while to read every word of this message telling how you can make pecans grow a profit for you and your family?



A pecan grove containing several hundred acres, belonging to J. H. Fullilove, Jr., Shreveport, La. Trees are from 5 to 22 years old. The oldest portion of this grove is producing from 1,000 to 2,500 pounds of nuts per year.

The Growing Importance of Pecans In the World's Food Supply

THE first consideration in the affairs of mankind—the first need that must be met—is its food supply. Civilization has had many setbacks because of the lack of food supply. The rapid population increase indicates that the available source of food must be greatly increased also if we are not to again suffer a serious shortage of food.

Texas alone is spending many thousands of dollars annually for nuts and nut products that can easily be produced at home. Within a few years the production of pecans—Texas' native tree—could be multiplied twenty times without interfering with its other agricultural production.

Each year the domestic and foreign demand for papershell pecans increases, and since it is up to a small portion of the United States to supply the demand, it is apparent that with the public just now waking up to the high food value and deliciousness of pecans a real opportunity exists for land owners in the Southwest who will set aside a few acres now and cash in on this ever-increasing demand.

THE following is quoted from page 11 of the Texas Department of Agriculture Bulletin No. 81, as further evidence of the present and future demand for pecans, and the possibilities for those who will make but the small investment now necessary to get a good start. Read this statement and these figures carefully, then decide if this is not a real opportunity for you to make money.

We are frequently asked if the present demand is sufficient to justify planting the pecan and other nuts extensively. In answering such a question let us say that the following table showing the enormous tonnage of nuts imported into this country, as well as the domestic production, is sufficient evidence to prove that the people of North America are a nut consuming people, and that we will not be able to meet the domestic demand for many, many years to come.

TABLE NO. 1.

| Year | Imports of Walnuts by Pounds | Imports of Almonds by Pounds | Total Value Imports | Value of Exported Nuts Other Than Peanuts |
|-------------|------------------------------------|------------------------------------|------------------------|--|
| 1900 | | 6,317,633 | \$ 2,978,834.00 | \$ 156,490.00 |
| 1901 | | 514,252 | 3,268,855.00 | 218,743.00 |
| 1902 | | 9,868,982 | 4,044,341.00 | 304,421.00 |
| 1903 | 12,362,567 | 8,142,164 | 4,868,388.00 | 299,558.00 |
| 1904 | 23,670,761 | 9,838,852 | 5,471,166.00 | 330,366.00 |
| 1905 | 21,864,104 | 11,745,081 | 6,158,343.00 | 309,195.00 |
| 1906 | 24,917,023 | 15,009,326 | 7,373,425.00 | 140,959.00 |
| 1907 | 32,597,592 | 14,233,613 | 9,742,883.00 | 103,929.00 |
| 1908 | 28,887,110 | 17,144,698 | 9,643,943.00 | 89,205.00 |
| 1909 | 26,157,703 | 11,029,421 | 8,664,253.00 | 246,284.00 |
| 1910 | 33,641,466 | 18,556,356 | 13,246,742.00 | 156,284.00 |
| 1911 | 33,619,439 | 15,522,712 | 14,498,413.00 | 328,151.00 |
| 1912 | 37,213,674 | 17,231,458 | 15,828,008.00 | 303,473.00 |
| 1913 | 36,662,441 | 15,670,958 | 13,979,905.00 | 733,585.00 |
| 1914 | 37,195,738 | 19,638,405 | 19,888,601.00 | 398,312.00 |
| 1915 | 33,445,838 | 17,111,264 | 16,830,932.00 | 377,486.00 |
| 1916 | 36,858,934 | 16,596,921 | 21,172,417.00 | 441,512.00 |
| 1917 | 38,725,362 | 5,169,926 | 40,738,989.00 | 403,870.00 |
| 1918 | 23,289,172 | 23,840,145 | 52,847,318.00 | 745,483.00 |
| 1919 | 31,495,977 | 35,490,446 | 57,510,164.00 | 67,343.00 |
| 1920 | | | | |
| 1921 | | | | |
| TOTAL | 502,604,899 | 288,672,593 | \$328,755,920.00 | \$6,154,649.00 |

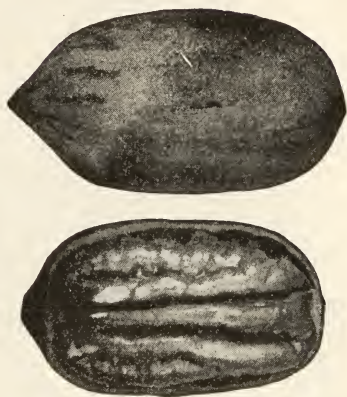
SUMMARY

| | |
|---|--------------------|
| Total production of pecans in the United States from 1909 to 1919..... | 209,097,380 lbs. |
| Total production of almonds and walnuts in the United States from 1909 to 1919..... | 481,337,800 lbs. |
| Total imports of all nuts (pecans, almonds and walnuts) into the United States from 1909 to 1919..... | 526,976,630 lbs. |
| Total consumption in the United States..... | 1,217,411,810 lbs. |
| Total value of imports, 1909 to 1919..... | \$266,541,498 |
| Total value of exports, 1909 to 1919..... | 6,154,649 |
| Consumption of foreign nuts..... | \$260,386,749 |
| Consumption of domestic nuts..... | 690,435,180 lbs. |

From the above information is it not time that the people of Texas who own their homes should begin to think of making preparations to meet this ever increasing demand?

Pecan Growing Now As Sure and Safe As Other Crops

MANY people still think that specialized knowledge and skill is required to grow papershell pecans successfully — that the average farmer cannot make pecans pay, or that a life-time is necessary to produce bearing trees. As proof of what can now be done with pecan trees grown by the Texas Pecan Nursery, Inc., we have included elsewhere in this booklet a few of the many letters constantly being received from people who have bought trees from us—letters that show without doubt that pecan culture has now been established upon the same safe plane as growing cotton or any other crop.



In the pages of this book you will find, in plain, straightforward terms, how YOU can take advantage of these truths in making your land yield a much bigger Dollar and Cents income. The Texas Pecan Nursery, Inc., has developed a root system on pecan trees far superior to that to be found anywhere else. This now famous root system developed by us has put pecan growing upon a new, sure-profit basis. It has made pecan profits possible for the average farmer, because with the start given young trees by this excellent root system, you should get a quicker growing and a quicker bearing tree. Furthermore, by having acclimated our trees to conditions in Smith County, Texas, away from the wetter natured soils of the Gulf Coast region, they thrive in most parts of Texas, Oklahoma, Arkansas and Louisiana, whereas trees shipped into this territory from the coast country are greatly handicapped. In fact, our trees are not only thriving in all of the Southern States, but also as far North as Chicago and have been shipped to the following foreign countries: China, Japan, Africa, Brazil, Mexico and Argentina.



Here's a Typical Case of the Profits Being Made from Papershell Pecans

Ten years ago we sold 450 trees to Mr. J. W. St. Clair at Sulphur Bluff, Texas. The following letter was received from Mr. St. Clair a short time ago:

MR. R. W. FAIR, Tyler, Texas.

I received your letter asking about how many nuts I made this year. I gathered 2700 pounds, or about 6 pounds per tree. I sold them at from \$0.30 to \$0.50 per pound. I had some trees that made thirty pounds. A man in Colorado wants to buy my orchard. I have asked him \$25,000.00, and don't think that is any more than it is worth, for if I had \$25,000.00 in Liberty Bonds it would only make me \$1,062.50 per year, and the orchard made NET \$800.00 this year, and it is just coming in now.

(Signed) J. W. ST. CLAIR.

What is your opinion? Do you feel that Mr. St. Clair made a profitable investment? His income from pecans, on a \$400 investment, will soon be running into thousands and thousands of dollars if he does not cash out for \$25,000, whereas he would only be getting a little better than \$1,000 yearly by having invested \$25,000 in Liberty Bonds. Elsewhere in this book you will find many similar instances of big profits—so, is it not reasonable that YOU can do what others are doing?

What Others Have Done, You Can Do

LET'S take a typical illustration of what others are doing with trees purchased from us as a means of determining what YOU can do under the same conditions. We have in mind a case recently called to our attention by a farmer who purchased trees from us six years ago. This man owned a farm valued at about \$100 per acre. He bought seventy-five trees from us and set five acres—15 trees to the acre. The trees cost him approximately \$60. All of the trees except six lived. This is a little better than 90 per cent. The trees were planted in December. The following year he planted and cultivated a cotton crop in his five-acre grove. He made a normal yield of cotton on this five acres, at the same time giving the grove needed cultivation. The following winter he replanted the six trees that did not live, five of which lived. The following year he raised a good crop of corn on this five acres, and the third year another crop of cotton. (You can continue to grow crops between your trees for 10 to 15 years, keeping your land producing while your grove is maturing, and giving the needed cultivation for the best growth). Is not this an ideal situation? Do you know of any other manner in which you can duplicate the opportunity afforded by this kind of combination?

But to continue with the story: The third year this man gathered better than one pound each of fine, fully developed nuts from the 74 trees in his orchard. The fourth year he gathered more than twice this amount, and the sixth year he made a nice little crop which brought him better than 40c per pound.

Each year this grove will



The Root System
We Grow

The Kind of Roots
Usually Grown



One of our own 10-year groves near Tyler, photographed October 10, 1929. This grove made \$175 per acre in pecans and a half bale of cotton per acre in 1929—total income per acre, \$216.25. Good land.

continue to increase in its yield. In a few more years this man will not need to worry about his income, for this small grove of papershell pecan trees should annually produce enough to insure him a good living. The beautiful part about this man's investment of only \$60 is that the income from this grove will continue to increase during the next fifty, seventy-five or one hundred years. In fact, it is known that pecan trees two hundred years old are producing heavier crops than at any time in the past.

Think what this means to any man who will put out a few trees now. Think what it would mean to you if you could make an investment of only a few dollars that would continue to pay you this big dividend. Where else could this man have made an investment of \$60 that would have, at the end of a few years, been paying him such an income every year? You believe in Life Insurance as an income protection. Take your pencil and figure your investment, compared to what this man is doing on his \$60 investment. When you buy our pecan trees you make but one small payment. Thereafter nature does her wonders in growing for you an income protection that cannot be taken away—a cash income that grows, year after year the rest of your life. And, even after that, the trees continue to increase in their yearly cash dividend.

Why the Root System We Have Developed Assures Success for You



Because a good lateral root system is the *life* and *making* of a Pecan tree. The more lateral roots a tree has, the more feed roots it will have, and the more feed roots a tree has, the more plant food and moisture it can gather, and the more plant food and moisture a tree can get, the better it will live, grow and produce. Don't you believe it will pay you to buy well rooted trees? Have the trees you have been buying had good roots? Did they live?

And Here's the Proof of Superior Quality



The picture to the left shows the two trees referred to in Mr. Ganner's letter below. It pays to set the best pecan trees to be had regardless of the price.

PETIT JEAN PLANTATION

Staple Cotton : Cotton Seed : Corn : Hay

JOHN H. GANNER, Mgr.,

RUSSELLVILLE, ARK.

Texas Pecan Nursery, Tyler, Texas.

Dear Sirs:

As soon as we decided to convert our large cotton plantation into a pecan orchard, our first step was to secure the very best trees that the market would afford. After much investigation over all parts of the pecan belt, your trees appealed to us because of their fine lateral root system, so we gave you the contract and used most of your trees for our planting, and as you know, set out our first batch of more than 750 trees this Spring, during February and March.

To say that we have been well pleased wouldn't begin to express it, for results always tell. We have 100% of the trees living, with not a bad tree in the bunch, which is certainly a fine record and speaks volumes for your nursery. I made a photograph showing sixty days growth on an average tree of yours which I am inclosing. I also made a picture of the best tree I could find of another lot planted in the same ground, at the same time, under the same conditions and with the same cultivation, but from another nursery. These pictures were made on the same day. I send them along that you may see for yourself what a wonderful difference there is in a 60-day growth of your average tree, and a 60-day growth of the best tree from the other nursery.

Your trees have already made twice the growth in 60 days that other trees made in twelve months last year. The fine lateral roots of your trees speak for themselves. You are to be congratulated in developing such a wonderful root system.

Wishing you every success.

Yours very truly;

JHG:ERG

JOHN H. GANNER, Mgr.

What Soils Are Suited to Pecan Growing?

PECAN trees will grow almost anywhere that any other kind of tree will grow. In fact, pecan trees purchased from the Texas Pecan Nursery, Inc., will come nearer growing anywhere than any other tree common to the Southwest. Practically any land that will produce good cotton and corn, as a rule, will grow pecans fine.

Until within the past few years it was believed that pecan trees would not grow successfully except on bottom land, but the experience of the last few years indicates that upland is even better for pecans than bottom land. Page 17 of the Texas Department of Agriculture Bulletin No. 81 says, "It has been observed that pecans are more prolific and regular in bearing on uplands than on low, rich bottom lands where plant food and moisture are more abundant. While the pecan is naturally a moisture-loving plant, it will not succeed on wet, soggy soils."

But whether you plant pecans on bottom or upland, plant only on well-drained soil, and never on land that has a tendency to sour. A pecan tree will grow practically anywhere that cotton will grow, and, like cotton, corn or other crops, the stronger the land the faster will be the growth of your trees. Some fine orchards are now to be found on very poor land, but fertilization is necessary for heavy nut yields.

If you should for any reason be undecided about soil you have in mind for planting trees, we shall be glad to hear from you, giving us a description of the condition, etc. We will then write you fully as to the adaptability of your land, with any further facts you care to have. This is a regular part of our service and will cheerfully be supplied upon request. Our booklet, **HELPS FOR PECAN GROWERS**, will be sent upon request. This booklet contains rather complete information on choosing soils, planting, fertilizing, pruning, etc. With this booklet you can care for your trees without any further aid whatsoever. A copy is always sent to our customers when their trees are shipped.

Get This Comparison

IN the preceding pages an explanation has already been given as to why pecan trees shipped in from the gulf coast country will not do so well in this territory as trees acclimated to conditions in the Southwest. As before stated, any one can understand that pecan trees with the wonderful root system our trees have, and being acclimated to conditions right here in the Southwest, will normally do much better than trees grown outside this territory and shipped in.

The letter on the following page is given, however, as an illustration of the actual experience of those who have tested for



These three little trees were dug in our nursery early in June, and were only 14 months old at that time. Look what a splendid root system they have now, and then imagine how this root system will have developed by the time the trees are three years old, or when they are ready for sale. Notice the hoe hanging on the wall which shows the comparative height of the tree. The largest one is between 5 and 6 feet, root and all.

Read How Our Trees Have Out-grown Mississippi Trees

Marksville, La.,

TEXAS PECAN NURSERY, INC.,
Tyler, Texas.

The sixty trees I bought from you last year were planted according to your instructions, and although the land is very poor prairie land, so far all are living, strong and healthy and making fair growth, although we have been suffering with a drought for the past eight weeks.

Two years ago last winter, I purchased two trees from our County Agent, which came from you. These trees were three to four feet. A year later I purchased two eight-foot trees from Mississippi. All four trees are planted in my back yard, where I keep about 200 chickens. Your trees have outgrown the eight-foot trees purchased from Mississippi. This is hard to believe but the trees are there and can be seen by anyone who cares to.

Mr. L. S. Harvard of this town purchased 350 trees from Mississippi and planted about the same time that I planted the 60 trees I got from you. His land was much better than mine, but still I noticed that many of his trees did not bud at all.

(Signed) C. L. DUPUY.

themselves the superior merits of our trees for this section. This letter is but one of the many similar ones received during the past twelve months.

The foregoing unsolicited statement from Mr. Dupuy as to the result of the success of our trees compared to trees purchased from other nurseries is of importance to every man who would like to increase his profits through pecan culture, for it is practically the exact conditions we have found in EVERY case where the same experiment has been made. Our trees have every advantage over those shipped into this section. They live better, grow off faster, bear quicker and heavier, thus making quicker money and more money for those who plant them. Furthermore the twelve varieties grown by us are the very best, out of the one hundred or more available, that do well in this section. Elsewhere in this book each of these twelve varieties is described in detail. Through many years of experience, not only with us but with many others, these varieties have proven to be the best for home as well as commercial purposes. So it is with these particular varieties we have given our efforts, but will add other varieties to our list when they have been proven beyond any question to be good for our customers' use.

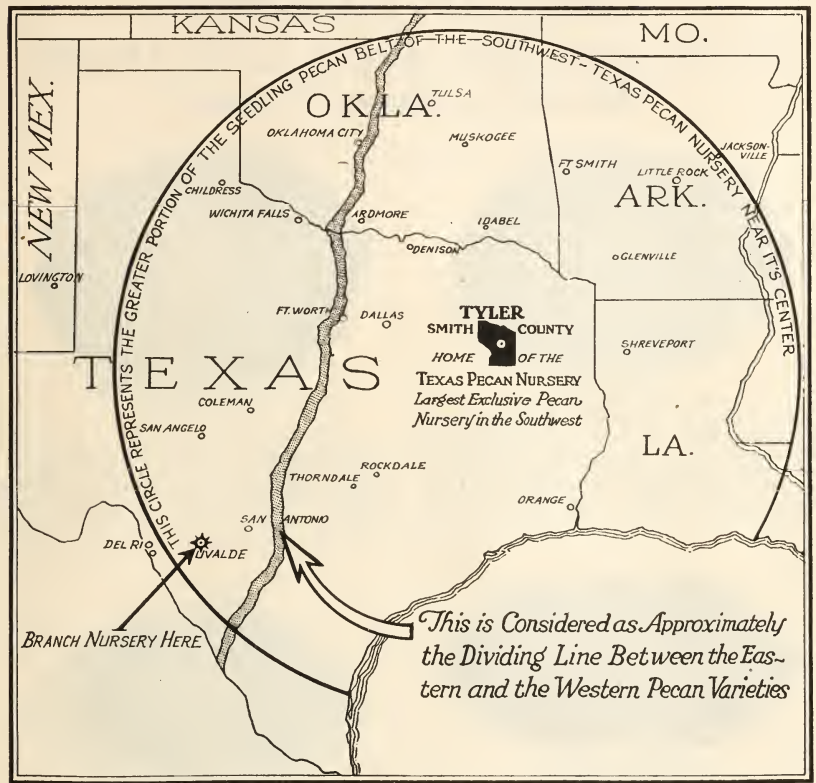


The above is a nine-year-old Burkett Pecan Tree that's growing in one of our groves. It has been bearing since 2 years old and this year it produced 75 pounds. At this time it is about thirty-five feet high and has a spread of thirty-eight feet. No special care has been given this tree. A 100-acre pecan grove with trees like this one should easily have a value of from \$600.00 to \$1,000.00 per acre, or the 100 acres should have a value of \$60,000.00 to \$100,000.00, and as most people know, the grove would just be starting. A pecan grove will be a growing proposition for 100 years or more. Cover crops are being grown in this grove to build up the soil, as the land has been in cultivation for 75 years or more.

Plant More Than One Variety

Whether you think of planting five trees or five acres, be sure that you plant two or more varieties, thereby insuring against the loss of a crop in case weather conditions are unfavorable. Different varieties blooming at slightly different times safeguard your crop by giving better pollination. If you are going to plant a grove of one acre or more, our recommendation is that you order two to four of the varieties that are best suited to your section.

Select Your Pecans According to this Map



These Varieties Thrive in Both the East and the West



SUCCESS

These three varieties are described on the next two pages.

when planted on the proper kind of land. See the next two pages.

SCHLEY



BURKETT

If in doubt about these varieties for your land, write us.

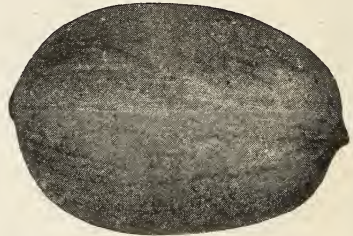
Eastern Varieties

These Varieties Thrive Best in Lower Altitudes
with Fair to Heavy Moisture



STUART

The Stuart comes nearer being suited to all sections of the country and all soils than any other variety. A large nut, fills well, medium to heavy bearer. A hardy, fast growing tree. One of the earliest ripening of all large standard pecans. 48 per cent meat.



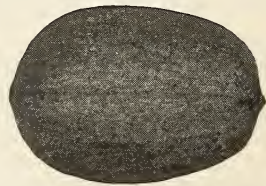
SUCCESS

A large and strictly first-class pecan. Strong growing tree, early bearer, thin shell, cracks well, and the meats can be taken out in halves. Ripens almost ten days later than the Stuart, and is gaining prominence fast. 57 per cent meat.



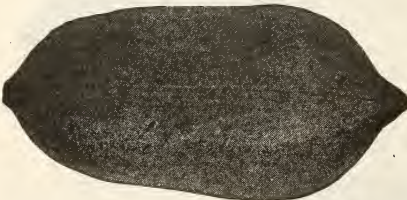
DELMAS

A very vigorous growing tree and heavy bearer, with splendid foliage, large nuts. 40 to 50 will make a pound. 55 per cent meat.



MONEY MAKER

Originated in Madison Parish, La. Widely disseminated. Size, medium; kernel, fairly plump; quality, fair; flavor, sweet. Very prolific. Especially suited to planting in the Northern range of the area adapted to Southern varieties.



SCHLEY

This is an ideal pecan. Large size, very thin shell, fills and shells out well; fine flavor. Rapid growing tree. Beautiful foliage, and the nuts sell for 10c to 20c more per pound than other varieties, but not quite so prolific as some of the other varieties. 60 per cent meat.



MOORE

A very fast growing tree. Medium size nuts, thin shells, good flavor, very productive, and one of the earliest to mature. About 56 per cent meat.

Western Varieties

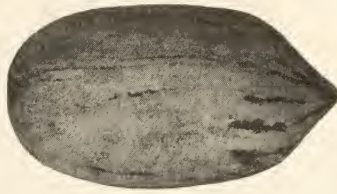
These Varieties Live and Produce in Higher
Altitudes and Drier Climates

SPECIAL PRICED TREES



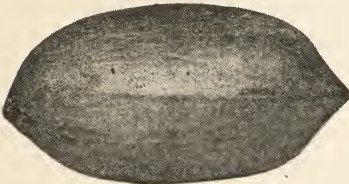
BURKETT

Originated by J. H. Burkett at Clyde, Texas; one of the best varieties for West Texas. People in that section are setting more of the Burkett than of any other variety. Medium size, fills well, good flavor and prolific. 60 per cent meat.



TEXAS PROLIFIC

This variety is a large size nut, shell of medium thickness, with kernel plump, rich and sweet. It is a heavy producer, and we believe should be planted extensively in West Texas. It is showing up well on a small scale in East Texas. The Texas Prolific will not disappoint you.



OKLAHOMA

Mother tree, Ardmore, Okla. Large nut with shape much like the Stuart. Thin shell. About forty to the pound. A heavy producer. The tree is rugged, with drooping or willowy branches. Matures rather late. We believe this will make a good variety for Texas also.



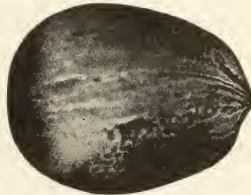
WILLIAMSON

Mother tree, Millcreek, Okla. Large, long, plump, well filled nuts with thin shell. About forty to the pound. This is expected to become one of Oklahoma's greatest producers. Matures normal.



WESTERN SCHLEY

Very similar to Eastern Schley except that it thrives better in the drier climate and higher altitudes of the West. A very fine nut for the West.



HALBERT

Young trees inclined to be crooked, but get straighter as the trees grow older. Very early and prolific bearer. Medium size nuts, very thin shell, excellent flavor. A good tree for black, waxy land. Should not be set in Mississippi, Louisiana, East Texas or East Oklahoma. 57 per cent meat.

Helpful Information for Pecan Growers

SOIL: Pecan trees are being successfully grown on a wide variety of soils. An outline of conditions is perhaps of more value than a description of types of soil. Stiff clay, poor or wet land, or shallow soils with a hard-pan near the surface are undesirable. Land which is occasionally overflowed for a short duration of time, and that is well drained, is not objectionable. Good productive land with a retentive, though not a tight or stiff soil, furnishes the best general condition. Unhindered root growth is vitally necessary for the most desirable results. Pecan trees seem to prefer a location where the water table is some ten to thirty feet. However, we know of reasonably nice trees growing where the water table is 100 feet. Good drainage in the upper or operating soil is essential to success. The land that produces the best cotton and corn will also produce the best pecan trees. Good land, well prepared, together with thrifty, well-rooted trees of the varieties best suited to your locality, is the foundation for a beautiful, profitable, long-lived pecan grove.

TREES: It goes without saying that it is essential to start your grove with thrifty, well-rooted trees—the best you can buy. Opinions differ as to the best size or age (the age governs the size of a good tree) to set. We consider trees from 3 to 7 feet the proper size for commercial purposes. If to be planted around homes, school grounds, or similar places, we suggest trees of the 5 to 6 feet size or larger. Trees under 5 feet usually have a 2 or 3 year old root system, with a 1 year graft or bud growth. Trees above 5 feet usually have a 3 or 4 year old root system with a 1 or 2 year bud or graft growth. It is very essential that the trees have plenty of lateral or side roots together with a reasonable amount of tap root.

VARIETIES: A commercial orchard should contain from 2 to 4 or more varieties which will give better pollination and, in turn, a more regular and better crop of nuts. Your selections of varieties should be governed largely, if not altogether, by your location. Along the Coastal Section we advise the Stuart, Success, Moore and Money Maker. For Northeast Texas, North Louisiana, Arkansas and Eastern Oklahoma we suggest adding the

Schley and Burkett to the above varieties. In the higher sections of Texas you could also add the Delmas. For Western Oklahoma and Central Texas, to within 75 or 100 miles of the Gulf, the Success, Burkett and Schley for bottom land, in Texas add the Stuart; for hill land with good air drainage, Burkett, Halbert, Texas Prolific, with a small per cent of Schley and Success, also Delmas in Texas. For West Texas, Fort Worth and beyond, we recommend the Burkett, Halbert and Texas Prolific with a small per cent of the Schley and Success. For New Mexico we advocate the Schley, Success, Burkett, Texas Prolific and Halbert.

It is advisable to get as much local information as possible as to bearing trees or groves in your section as such information should prove of great help to you in selecting the best varieties for your planting.

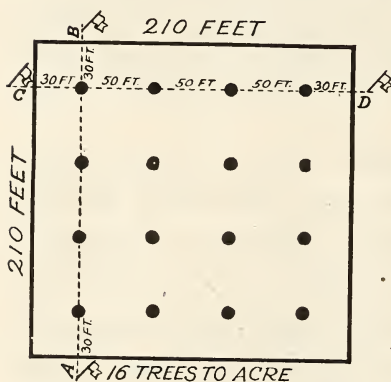
PREPARATION FOR SETTING: It is advisable to prepare the land in advance of setting the trees. If possible, the holes should be dug before the trees arrive. Holes may be prepared during the summer or fall, and if prepared when the ground is dry and hard a good charge of dynamite to each hole is a satisfactory method. It is not advisable to use dynamite when the ground is wet as it will only form a jug-like hole with compact walls, doing more harm than good. The ground should be put in a good state of cultivation through any desirable method. If not convenient to prepare the entire tract, lay out your rows and prepare a place 10 or 12 feet in width, preparing the remaining land later.

TIME AND DISTANCE TO SET: Pecan trees can be successfully transplanted from about November 15th to March 10th. December and January—particularly the first days of December, are preferable.

It is not advisable to set more than 17 trees to the acre, which will allow 50 feet between trees in all directions. On strong bottom lands 12 trees is usually about right, as this gives 60 feet in all directions. Some well posted grove owners advise setting the trees 75 or more feet apart. Others advise setting about 40 feet apart and cutting out every other tree when the grove becomes 15 to 20 years old. Plant pecan trees only in such quantities as can be given reasonable care. A few trees properly cared for will be worth more than acres of trees not cultivated and fertilized.

Accurate measurements for location of trees will greatly enhance the appearance of the grove. When making measurements and locations, set a stake in line on opposite sides of the tree location, allowing sufficient room for the hole. This will aid you materially in lining up the trees. Holes should be three or four feet across and as deep, in order to give ample room for a well-rooted tree.

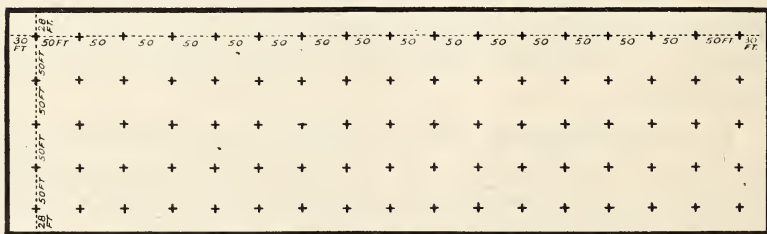
Below We Show You How You Can Gain Trees on a Larger Planting



At Left We Show a Planting of One Acre—50 Feet Apart

To assure straight planting, set flagged stakes as shown at left. This will line up the rows A to B and C to D. With these two lines as guides, you will have no difficulty setting trees straight. Fifty feet apart is a fair distance for average land. On rich land 60 feet or more apart is better.

The 5-Acre Block Below Allows for 5 Extra Trees—1 Extra Tree Per Acre



There is quite a saving in planting larger acreage. Planting 50 feet apart, you get 25 extra trees on less than 25 acres, or 100 extra trees on 99 acres. You can see what this will mean when your trees average \$10 to \$50 profit each, annually. Some trees make over \$100 some years, and your pecan trees should produce for more than 100 years.

HANDLING AND SETTING: Immediately upon receipt of the shipment of young trees, wet the roots by pouring water down through the bundle or soak the root end of the bundle in water. This will not injure the trees—on the other hand it will do the roots good to soak them from one to twelve hours before planting. Prune off all broken roots and cut all the roots back to fresh wood, cutting from the under side with an upward and outward slope. Use nothing but sharp knives or pruners. Expose the roots as little as possible to the wind and sun.

Place the tree in the hole erect, or leaning slightly to the south, or, towards whatever direction from which you have the most wind. In Central and Western Texas and Oklahoma it is advisable to lean them considerably toward the wind.

If planting on a high, dry location it is well to plant the trees about 2 to 3 inches deeper than they stood in the nursery row, but if planting on flat land that is not very well drained, plant the trees about like they came out of the nursery row, banking the dirt well up around the tree, with a bed 6 to 8 feet across, in order to give better drainage. Fill in around the roots with good, well pulverized top soil, all the way up, **PACKING WELL**, but being careful not to bruise or skin the roots. The roots should be left as near as possible in their original position. Train the roots slightly upward in planting and when the soil is pressed down they will be in about the correct position. If possible, use 2 or more buckets of water to settle the dirt around the roots as you fill in, bearing in mind that the dryer the soil the more water needed. The last few inches of fill-in should be left dry.

MULCH: It is advisable in all cases, but especially so with trees set around homes, parks and along roads or drives, to use the special mulch paper now on the market or you can use straw, hay, etc., which should be from 2 to 4 inches deep, well out around the trees. This mulch will protect the ground from the sun and enable it to retain moisture. Old sacks doubled 2 or 4 times also make a fairly satisfactory mulch.

FERTILIZER: It is as necessary to feed trees, in order to obtain the best results, as it is to feed horses, cattle, hogs, etc. Pecan trees should be given reasonable care, properly fertilized and cultivated every 10 to 14 days, from early spring until September.

The trees should be fed nitrogen, phosphoric acid and potash. For young trees, fertilizer analyzing 9 per cent phosphoric acid, 6 per cent nitrogen and 3 per cent potash (6-9-3), is well adapted. Use about 2 pounds per tree the first year, gradually increasing the amount each year. When the trees are from 8 to 10 years old they should receive from 10 to 25 pounds per tree. Bearing trees should receive a formula about as follows: Phosphoric acid, 9%; nitrogen, 4%; and potash, 3% (4-9-3). An average tree 15 years old should have from 20 to 35 pounds, which should be increased each year. For old, large trees, we recommend 50 to 100 pounds. Fertilizer should be applied about the first of March, scattering all around the tree, starting about 12 inches from the body and extending out from 2 to 3 feet with the young trees, while with the older trees it should be extended out as far as the branches reach, and then mixed well with the top soil by hoeing or plowing. Fertilizer from the cow lot or barn yard will also be found very satisfactory, especially for black waxy land.

CULTIVATION: Pecan trees should be cultivated well every 10 to 14 days, from early spring until early fall. The soil cannot properly do its work of furnishing food and moisture to the trees unless it is cultivated. Keep the ground well stirred and pulverized just as you do in the growing of other crops. This cultivation should be continued until September.

Do your deep plowing during the winter or early spring, and give shallow cultivation the remainder of the year.

If mulch paper is used, it is claimed that it is not necessary to remove same and stir the soil about the tree as you otherwise would.

Other crops may be grown on your land right along with the pecan trees. A pecan grove is of far more value than other crops, however, so it is well to give your trees proper consideration, reserving a safe distance on either side of the tree. The first two or three years, 6 to 8 feet will be ample. This distance should be increased as the trees grow older and larger, however.

We do not advise corn or small grain crops, but cotton, peanuts, peas, melons and truck crops can be grown without injury to the trees. Winter cover crops, to be turned under in the spring, are fine. Rye, oats, crimson clover, hairy vetch, etc., are all good for this purpose.

Cost of Producing Papershell Pecans Commercially

The following is the cost of producing a pecan grove according to the experience of two growers. One made his trees begin to pay nicely in seven years—the other got profitable commercial production in eight years. Some trees begin to pay in less time.

PROFESSOR EMMETT BROWN, Cleburne, Texas, wrote us in 1928: "My 19 acres of pecan trees at the end of the seventh year, paid all original cost of trees, planting, cultivation and taxes, leaving \$1,226 NET."

J. W. ST. CLAIR, Sulphur Bluff, Texas: "My 23-acre eight-year-old pecan grove made \$800 NET last year. It's just beginning. I value it at \$25,000."

Marketing Papershell Pecans

Many pecan growers have regular customers who buy all their production each year at prices that range from about 30c per pound for the smaller papershells to 65c and 85c per pound. Some growers sell their pecans through an exchange. In addition to the market information obtained through such an exchange, they have the advantage of storage facilities, to hold pecans over many months. By holding a part of the crop, the National Pecan Growers' Exchange made an additional profit during two of the past six years.

Six-Year Price Record of National Pecan Growers Exchange, a Cooperative Marketing Association:

| YEAR | QUEEN GRADE | OVER GRADE | APEX | JUNIOR |
|------------|---------------|---------------|---------------|---------------|
| 1923 | 65c per lb. | 45c per lb. | 40c per lb. | 30c per lb. |
| 1924 | 65c per lb. | 46c per lb. | 40c per lb. | 30c per lb. |
| 1925 | 60c per lb. | 43.7c per lb. | 38.2c per lb. | 30c per lb. |
| 1926 | 52.5c per lb. | 42.3c per lb. | 33.7c per lb. | 26.3c per lb. |
| 1927 | 50c per lb. | 38c per lb. | 34c per lb. | 28c per lb. |
| 1928 | 51c per lb. | 38c per lb. | 34c per lb. | 29c per lb. |

A 1,000-Acre Smith County, (Texas) Papershell Pecan Grove

*Owned by the COMBINATION ORCHARD CO.,
WINONA, TEXAS.*



WHAT more could a far seeing business or thinking man want than a 5, 10, 25, 50 or 100-acre pecan grove like this? Your land will begin increasing in value the day you set your trees and will continue to increase every day and hour, while you are busy looking after other business interests, away on pleasure trips or while you are sleeping. The growth and increase in value goes on just the same for 10, 25, 50 and 100 years to come. What other investment can you make that will be so safe and increase in value as fast?

TO OWN A GROVE LIKE THIS

first secure good land, buy good sized, thrifty, well rooted trees, set them carefully and see that they are cultivated and cared for as we suggest in our book of instructions which we furnish every customer when his trees are shipped.

PECAN GROWING

offers the Best Investment, the Safest Investment, and the Longest Lived Investment that you can make. If you are not already convinced, investigate for yourself.

Our Guarantee

We absolutely guarantee every pecan tree purchased from us to be high-grade, first-class stock; we guarantee every tree to have a good lateral root system.

If for any reason you are dissatisfied with any trees purchased from us—if any trees sent you do not come up fully to your expectations, you may return them at once and we will immediately replace them with others that are satisfactory or refund your money.

We suggest you make inquiry as to our responsibility by writing the Agricultural and Mechanical College, College Station, Texas, and by consulting your County Agent, or any bank or banker in Tyler, Texas.

TEXAS PECAN NURSERY, Inc.

R. W. FAIR, PRESIDENT

W. V. HENSON, VICE-PRES.

CAPITAL \$250,000.00

TYLER, TEXAS

Read What These Purchasers Say About Our Western and Eastern Varieties

"The 13 trees ordered from you were set out the 23rd of December, 1928, and I have 13 living—(100%). They have put on from 4 to 6 inches new growth which I think extra good on account of the unfavorable season. I set them 50 feet apart and have peach and pear trees planted in between for the present. I am more than pleased with your trees and especially the root system."

C. A. NORRIS, R. F. D. 9, Dallas, Texas, 7/1/29.

"I would like to tell you that the pecan trees are all growing and that we are well pleased with them."

ALBERT WOESSNER, San Antonio, Texas, 7/6/29.

"The trees are all living and doing nicely. I never saw any trees with finer roots than yours."

H. L. GENTRY, Farm Manager, Dewalt, Texas, 7/5/29.

"One hundred per cent of the 43 trees purchased from Texas Pecan Nur-



sery last fall are living and doing well. I set them carefully and have cultivated them well. One tree in a low place had too much water and is somewhat dormant, though it has leafed out some and is very green. All the other trees are

beauties. Many have branches 8 to 10 inches long. These trees are 4 to 5 feet size. This fall I want to experiment with the larger sizes you ship. Thank you for your good service and good trees."

W. C. WHALEY, Supt. City Schools, Monticello, Ark., 7/12/29.

"I think the 33 pecan trees bought from you have made a very satisfactory growth considering how late I set them. Some have grown 20 inches. One tree did not bud out and five were late to start growth. I thought they were dead but they finally started to grow. Have cultivated the trees regularly all summer. Have peas planted between rows."

T. H. M. ROGERS, Pearsall, Texas, 7/11/29.

"You will be interested to learn that of the 29 pecan trees I planted last season, 100% are alive."

O. W. SCHELLENBERG, Harwood, Texas, 7/3/29.

These Letters Are From Both the Eastern and Western Section of the Southwest

"The 12 pecan trees I bought from you last year are the only ones I ever saw that had what I call a root system. They are all living and look healthy."

J. N. CHAMPION, R. F. D. 5, Georgetown, Texas, 7/6/29.

"All the 52 trees I bought from you put out growth. We had much rain early in the spring and are having plenty now."

W. K. DUNN, Ada, Oklahoma, 7/7/29.

"Every one of the pecan trees I got from you last spring are doing fine. You can rest assured that you will get some orders from parties that have seen my trees and have heard me recommend yours. I always advise everyone to get their trees from your nursery."

WILLIAM BAUMGARTNER, Refugio, 7/9/29.

"My 12 trees bought from you are certainly doing nicely. I gave them good attention and have been working the ground around them every few days."

THEODORE YORK, Irene, Texas, 7/3/29.

"All of the 25 pecan trees furnished us seem to be living. Some time ago

six of these trees had no leaves and we were in doubt about them living. Four now have leaves and the other two are no doubt dormant. We have cultivated them only once since planting, but because of the rains they apparently have not suffered from lack of cultivation."



W. O. MYERS, Ottawa, Kansas, 7/6/29.

"My pecan trees bought from you are all growing nicely. They are making much better growth than I expected. Trees the same size bought from a Georgia nursery are all dead."

W. SCHUMAN, Rochelle, La., 7/29/29.

"I put out pecan trees by your instructions and all are living. I have not worked them every 10 days but they have made excellent growth. Ordered some trees from a Mississippi nursery as an experiment but found they do not grow as fast as your trees." B. O. THOMPSON, R. F. D. 3, Palestine, Texas, 7/8/29.

5 Reasons Why You Should Plant Our Better-Rooted, Acclimated Pecan Trees

1. Through our 20 years of proper selection of seed nuts and soil and our cultivation methods, we have developed the best lateral-root system grown. These lateral, or side roots, develop more feed roots that gather plant food and moisture. That's why 90% to 100% of our trees live and grow. In planting a pecan grove to live 100 to 200 years, the root system is the foundation for your success.

2. We are near the center of the world's largest pecan belt and our trees are acclimated to your soil and conditions. They are toughened by cold winter weather and the dry, hot summers. We grow all the leading varieties best adapted to states west of the Mississippi River. Some are known as Western Varieties and some, Eastern Varieties. Some will do equally well in Louisiana as in West Texas, when planted on proper land. Special study has been made by us as to where varieties will do best and we give you the benefit of this experience. Many trees sold by general nurseries and agents are bought from the East and Coast country. They are not acclimated and most have few lateral roots. These trees are often dry when they reach the local nurseryman or agent and their chances for living are poor. All our trees are grown here by us and are shipped to you in proper condition.

3. This is one of the oldest and is the largest exclusive Pecan Nursery in the Southwest. We can fill your order for any of the leading Southwestern varieties no matter how large it may be, if placed with us in time. And you will get a careful selection of the best trees for your section, as we cull and burn more trees than most pecan nurseries grow.

4. All our trees are dug fresh from the nursery and shipped the same day. Each tree is dug separately to preserve its excellent lateral-root system. They are kept moist from the time they are dug until they are delivered to you. We are near the center of the Southwestern pecan belt and our trees can reach most any point in the Southwest in 24 to 48 hours at a reasonable shipping cost. When buying trees from us to be shipped anywhere in Texas you pay a second-class express rate. When buying from other states, you pay a first-class rate.

5. This nursery is thoroughly reliable and furnishes best references as to moral and financial standing. You take no risks in buying from us. You know who and where we are, so you may hold us responsible for the quality and service we promise you. We GUARANTEE every pecan tree purchased from us to be high-grade, first-class stock and to have a good lateral root system.

GET STARTED NOW—MAIL IN YOUR ORDER TODAY!

PRICE LIST—Eastern Varieties

F. O. B. TYLER, TEXAS

On Stuart, Success, Schley, Delmas,
Moore Maker and Moore Varieties

| TREES | Lots of 1 to 24 each | Lots of 25 to 99 each | Lots of 100 to 299 each | Lots of 300 and up each |
|-----------------------|----------------------------|-----------------------------|-------------------------------|-------------------------------|
| 1 to 2 feet | \$.80 | \$.70 | \$.60 | |
| 2 to 3 feet | .90 | .80 | .75 | |
| 3 to 4 feet | 1.00 | .90 | .85 | |
| 4 to 5 feet | 1.25 | 1.15 | 1.00 | |
| 5 to 6 feet | 1.75 | 1.50 | 1.20 | |
| 6 to 7 feet | 2.50 | 1.75 | 1.35 | |
| 7 to 8 feet | 3.00 | 2.00 | 1.50 | |
| 8 to 9 feet | 4.00 | 2.50 | 2.00 | |
| 9 feet and over | 5.00 | 3.00 | 2.50 | |

Write for prices
and state varieties
and size trees
wanted.

PRICE LIST—Western Varieties

On Burkett, Halbert, Texas Prolific, Oklahoma,
Payne, Williamson and Western Schley

| TREES | Lots of 1 to 24 each | Lots of 25 to 99 each | Lots of 100 to 299 each | Lots of 300 and up each |
|-----------------------|----------------------------|-----------------------------|-------------------------------|-------------------------------|
| 2 to 3 feet | \$1.25 | \$1.15 | \$1.00 | |
| 3 to 4 feet | 1.65 | 1.40 | 1.25 | |
| 4 to 5 feet | 2.00 | 1.60 | 1.50 | |
| 5 to 6 feet | 2.50 | 1.80 | 1.65 | |
| 6 to 7 feet | 3.00 | 2.25 | 2.00 | |
| 7 to 8 feet | 3.50 | 2.75 | 2.25 | |
| 8 to 9 feet | 4.00 | 3.00 | 2.50 | |
| 9 feet and over | 5.00 | 3.50 | 3.00 | |

Write for prices
and state varieties
and size trees
wanted.

No extra charge for packing and burlapping shipments to points in U. S. A.

Extra charges for boxing and foreign shipments.

Terms and Facts About Shipments

CASH MUST ACCOMPANY all orders for immediate shipment. Send check or money order. If C. O. D. shipments are wanted, send 25 per cent with your order and we will ship the balance C. O. D.

WE DO NOT REQUIRE a deposit on orders for less than 500 trees, if booked before November 1st, but on that date, require a payment of 25 per cent and balance when trees are to be shipped, or balance sent C. O. D. if preferred.

BY DOING A STRICTLY CASH BUSINESS, we save losses on collections and the expense of bookkeeping, and this enables us to make the LOW PRICE we do on our HIGH GRADE WELL-ROOTED trees.

NO SHIPMENTS can be made by Parcel Post, as our trees with the roots are too long to be accepted when properly packed.

ALL LOCAL SHIPMENTS are made by Express, as we do not consider it safe to ship by local freight.

CAR LOAD SHIPMENTS can be made by fast freight in A. R. T. cars. These can be closed, which will prevent freezing.

WEATHER CONDITIONS—Shipments will be made on or as near the date requested as conditions will permit.

ALL TREES ARE DUG FRESH from the nursery and shipped to you immediately. They should reach you in 24 to 48 hours after being dug and packed.

[You'll find a convenient order blank on the next page]

TEXAS PECAN NURSERY, INC., TYLER, TEXAS

ORDER BLANK

Name (Write Plainly) Date Ordered

Street R. F. D. 19...

Post Office Date to Ship

County State 19...

My Express Office is 19...

IMPORTANT—In order to prevent delay we will ask permission to substitute in varieties or sizes; but should this not be agreeable, write "Do Not Substitute" here..... If you do not know which varieties are best suited to your locality, let us make your selection and you will get the best.

GUARANTEE—We absolutely Guarantee Every Pecan Tree that we sell to be high-grade, first-class stock in every way, and to have the best lateral root system in the world. If our trees are not as represented, you may return them and your money will be cheerfully refunded. We use every precaution possible to prevent errors, but we realize that the best of men sometimes make them, and while we guarantee all trees to be true to name, we will only be responsible to the original purchaser, and then for no greater amount than the purchase price of the tree, or another tree, which will be optional with us. All bills, orders, etc., are due and payable at Tyler, Texas, and in the event it is necessary to bring legal action by either party, same shall be instituted and maintained in Smith County, Texas.

| No. Trees | VARIETIES | HEIGHT | PRICE | TOTAL |
|-----------|-------------|--------|-------|-------|
| | Stuart | | | |
| | Delmas | | | |
| | Success | | | |
| | Schley | | | |
| | Money Maker | | | |
| | Moore | | | |

SPECIAL PRICED TREES—WESTERN VARIETIES

| | | | | |
|--|----------------|--|--|--|
| | Burkett | | | |
| | Halbert | | | |
| | Texas Prolific | | | |
| | Oklahoma | | | |
| | Williamson | | | |
| | Payne | | | |
| | Western Schley | | | |

Remittance herewith \$ Total \$

..... (Sign Here)

Read This Endorsement of Our Methods

The Citizens National Bank

CAPITAL, SURPLUS AND PROFITS OVER \$700,000.00

GUS F. TAYLOR
PRESIDENT

Tyler, Texas,

July 22nd, 1929.

TO WHOM IT MAY CONCERN:

The writer has been well acquainted with the managing officers of The Texas Pecan Nursery for a number of years, and has had considerable business dealings with them during the last three or four years; and I have found them reliable and dependable in all their business affairs with me.

I have never heard of complaint from any source that they did not fully and fairly carry out all their contracts, and hence I believe them to be reliable and dependable.

Respectfully,

Gus F. Taylor
President.

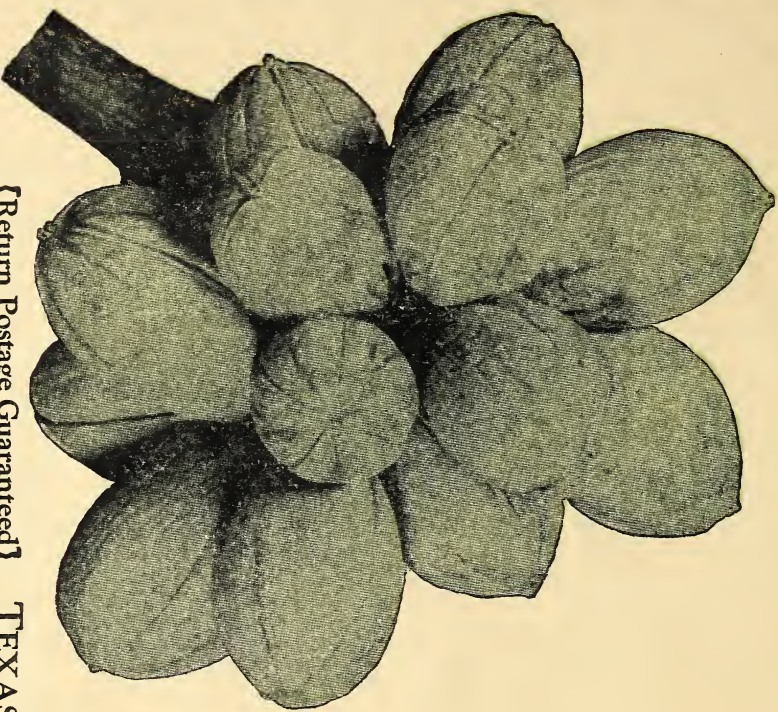
Other References

R. G. DUN & Co.
PEOPLES NATIONAL BANK
Tyler, Texas
TYLER STATE BANK & TRUST
COMPANY
Tyler, Texas

CHAMBER OF COMMERCE
Tyler, Texas
CREDIT MERCHANTS ASSN.
Tyler, Texas
ANY BUSINESS MAN
Tyler, Texas

A Cluster of 15 Stuart Nuts

Grown In Tyler, Texas



SEC. 435½ P. L. & R.

U. S. POSTAGE

PAID

TYLER , TEXAS
Permit No. 19

[Return Postage Guaranteed]

TEXAS PECAN NURSERY INC., Tyler, Texas